

# Damion Robinson

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**Graphics & Media Design**  
London UK.

# Hydraulic Fracturing

## A Government Educational Program

Hydraulic Fracturing (Fracking) is a process of extracting gas from shale rocks deep beneath the Earth. The purpose of this campaign was to communicate the good and bad aspect of Hydraulic Fracturing.

### Solution

This was designed to be an activist campaign, supporting the “idea” of Hydraulic Fracturing. However, as a process we believe that it causes more harm than good to local communities. The notion within the campaign is designed to be tender and yet; aggressive simultaneously, by which the colours, type and images shared a contrasting relation between each other; therefore, creating a consistant tone of voice.

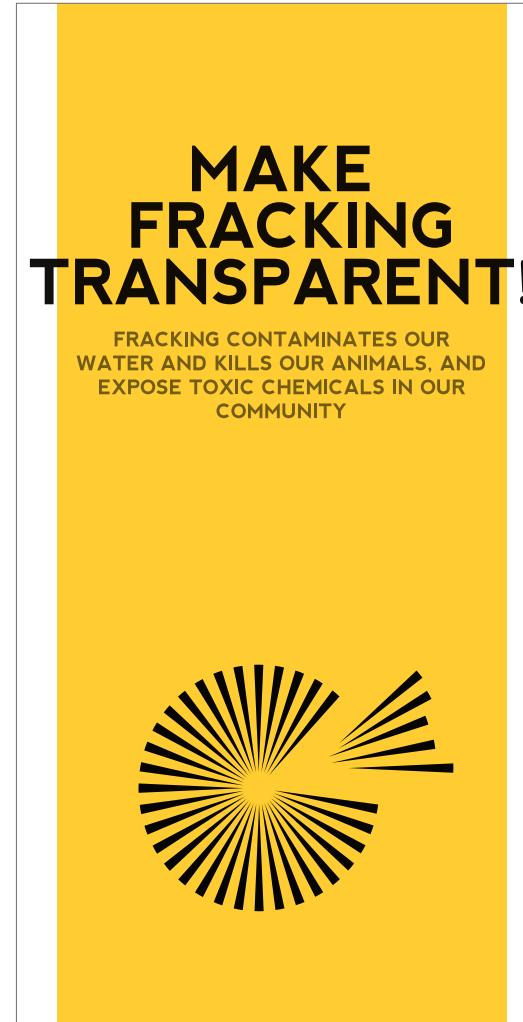




T shirts



Brochures



Banners

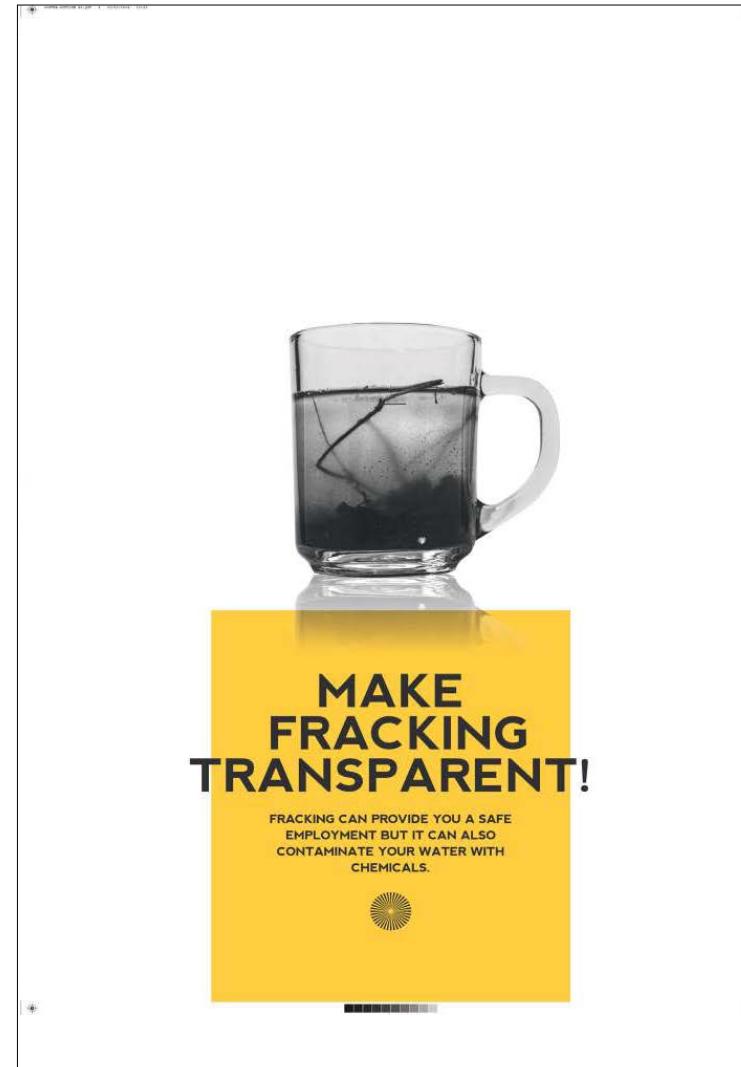


Posters



## MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB ,  
BUT AT THE COST OF YOUR FAMILY  
HEALTH'S.



## MAKE FRACKING TRANSPARENT!

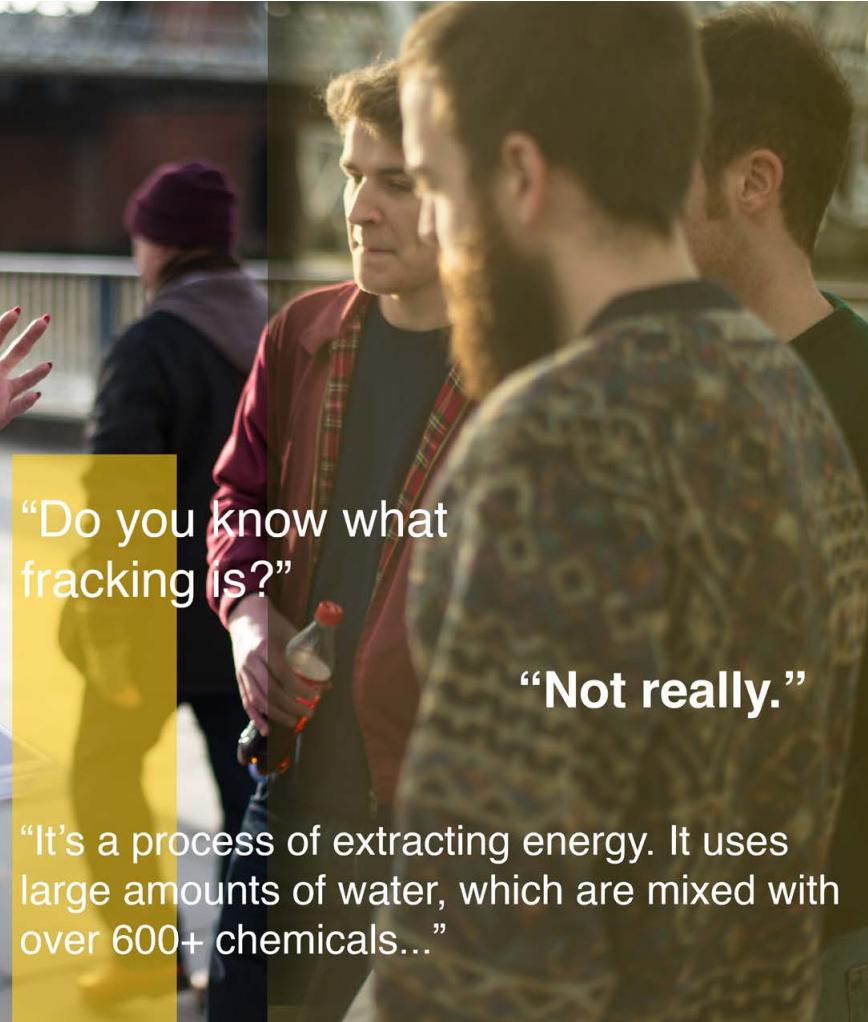
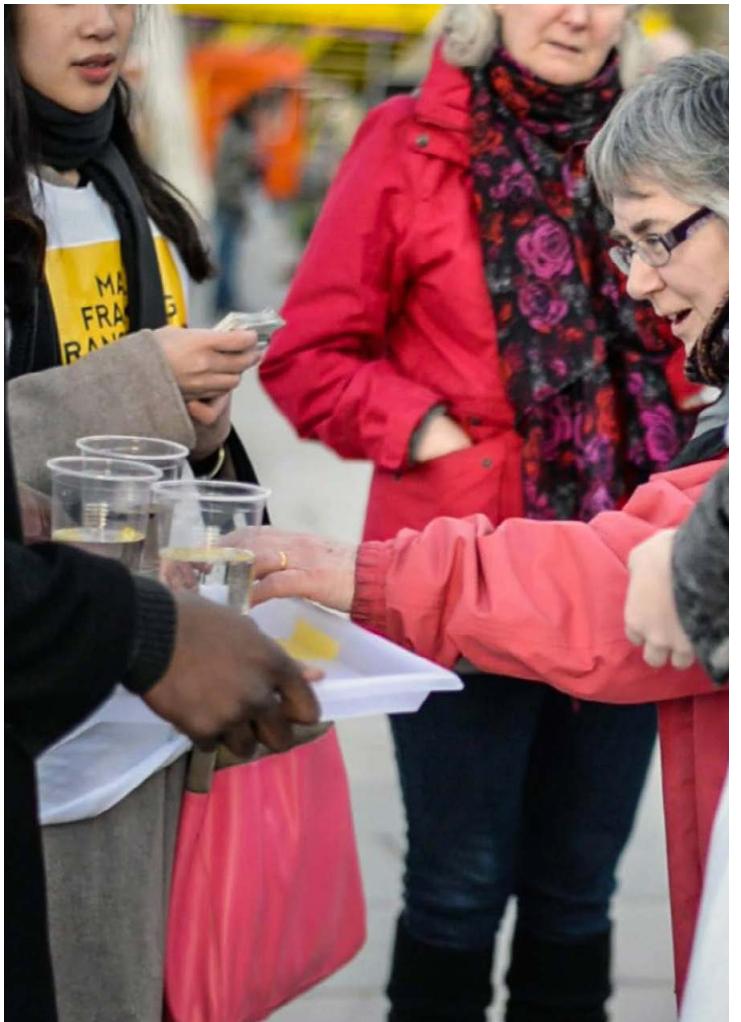
FRACKING CAN PROVIDE YOU A SAFE  
EMPLOYMENT BUT IT CAN ALSO  
CONTAMINATE YOUR WATER WITH  
CHEMICALS.



## MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB ,  
BUT AT THE COST OF YOUR FAMILY  
HEALTH'S.





# Exhibition design

## Hubble Space Telescope 25th Anniversary

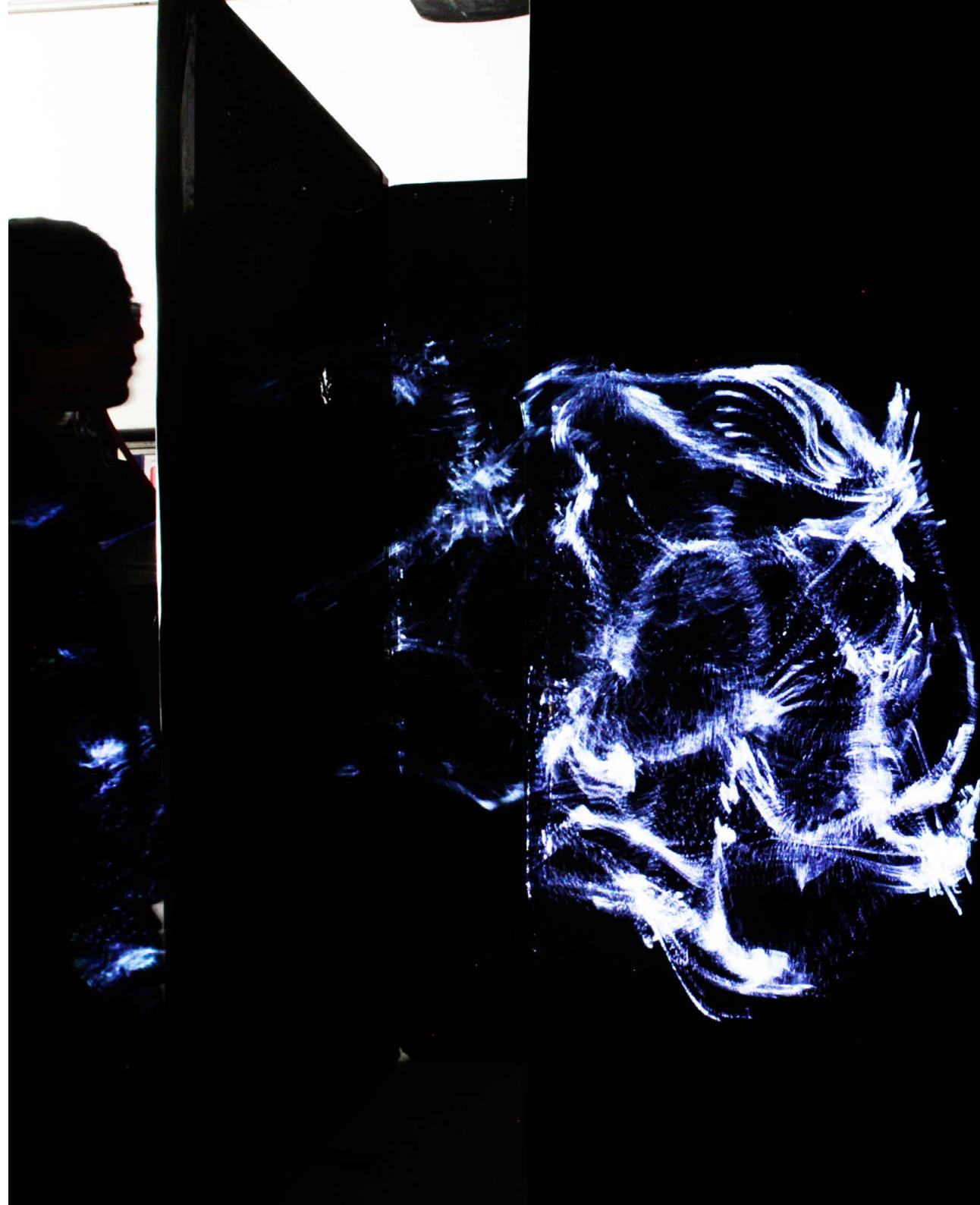
The Hubble exhibition is a design in celebration of Hubble's 25th anniversary since launched. It was designed, focusing on a recent event that occurred on the 11th of December 2015.

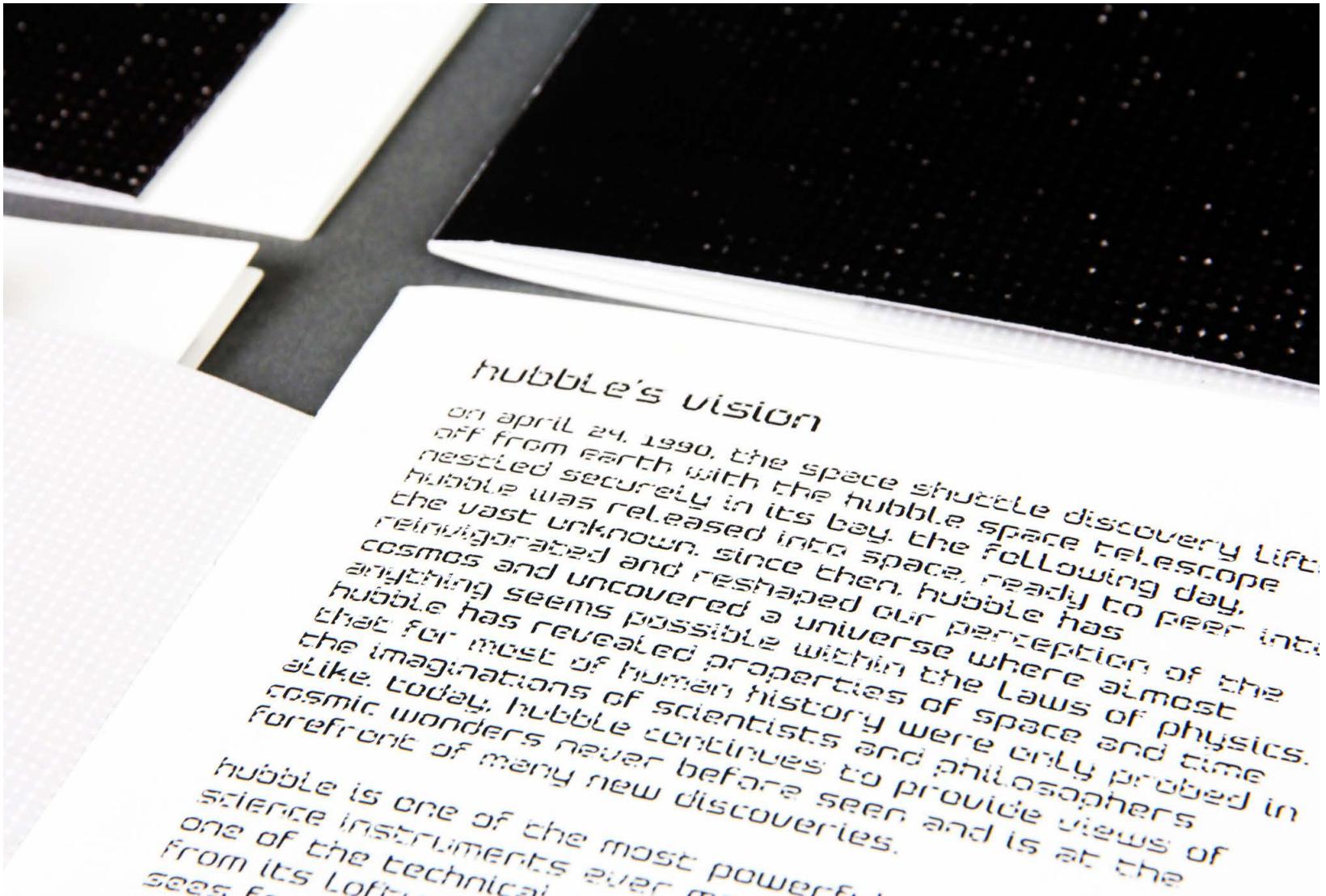
### The Brief

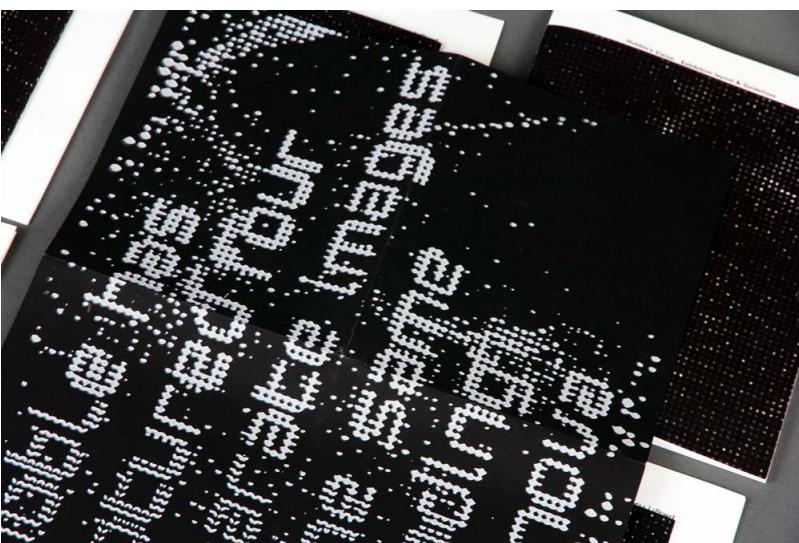
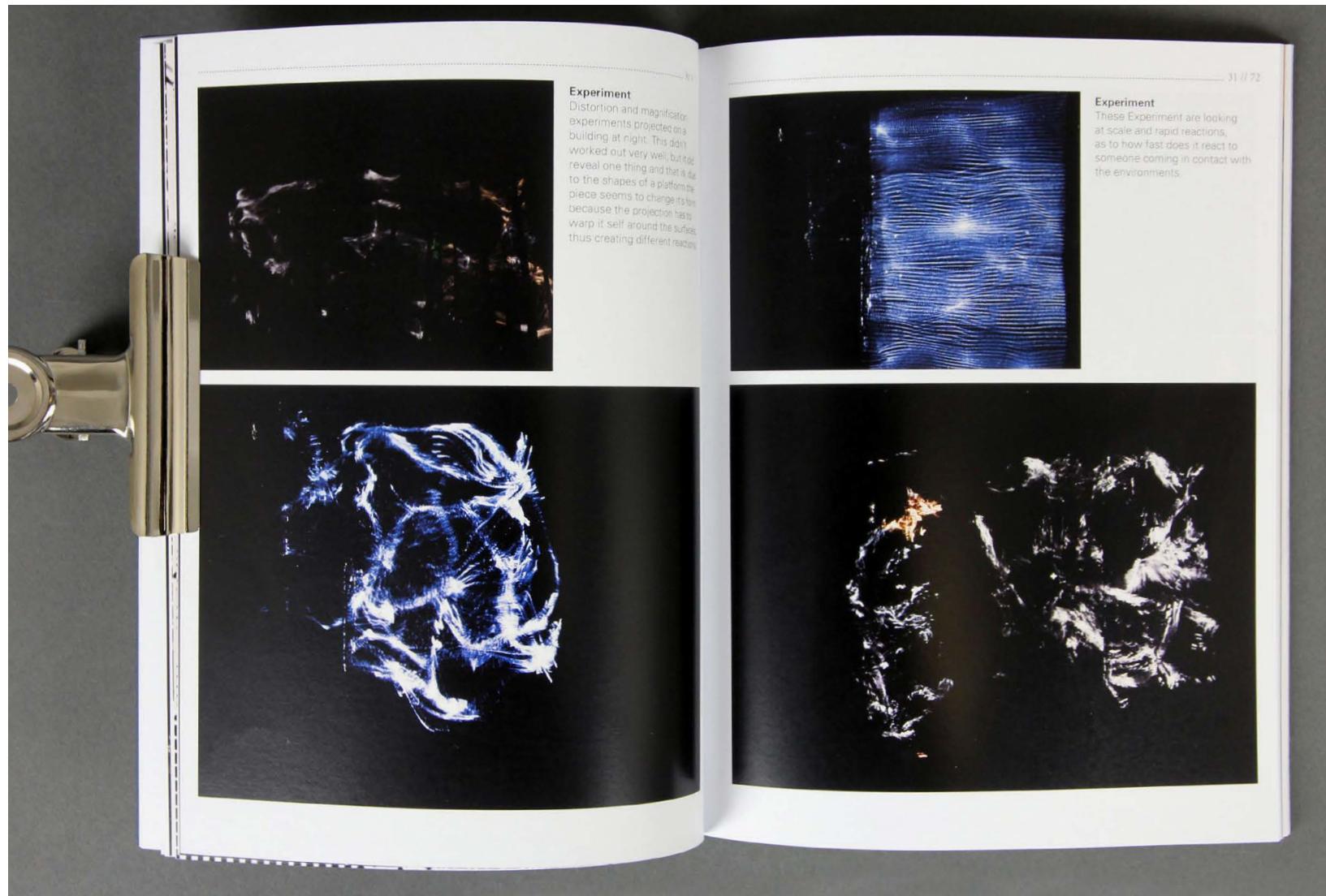
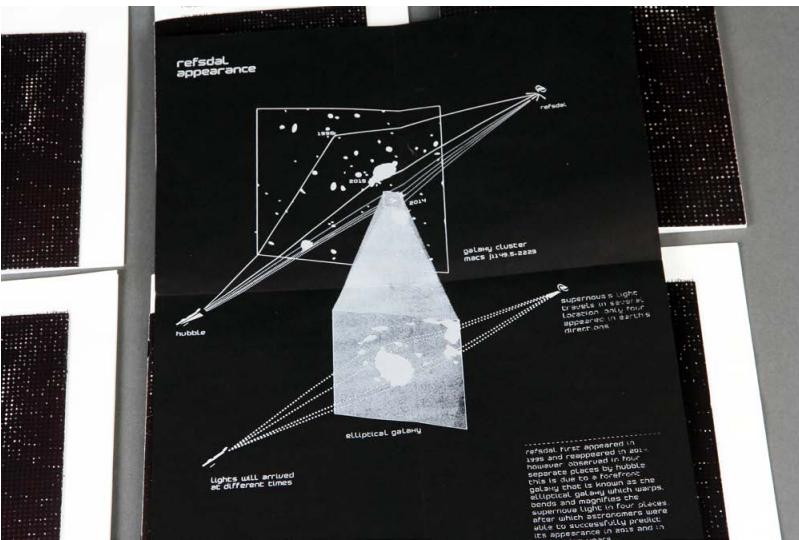
The challenge of the brief that I wrote, was to designed and utilised all written information relating to this particular event; due to the fact that there are no available any high resolution images released by NASA.

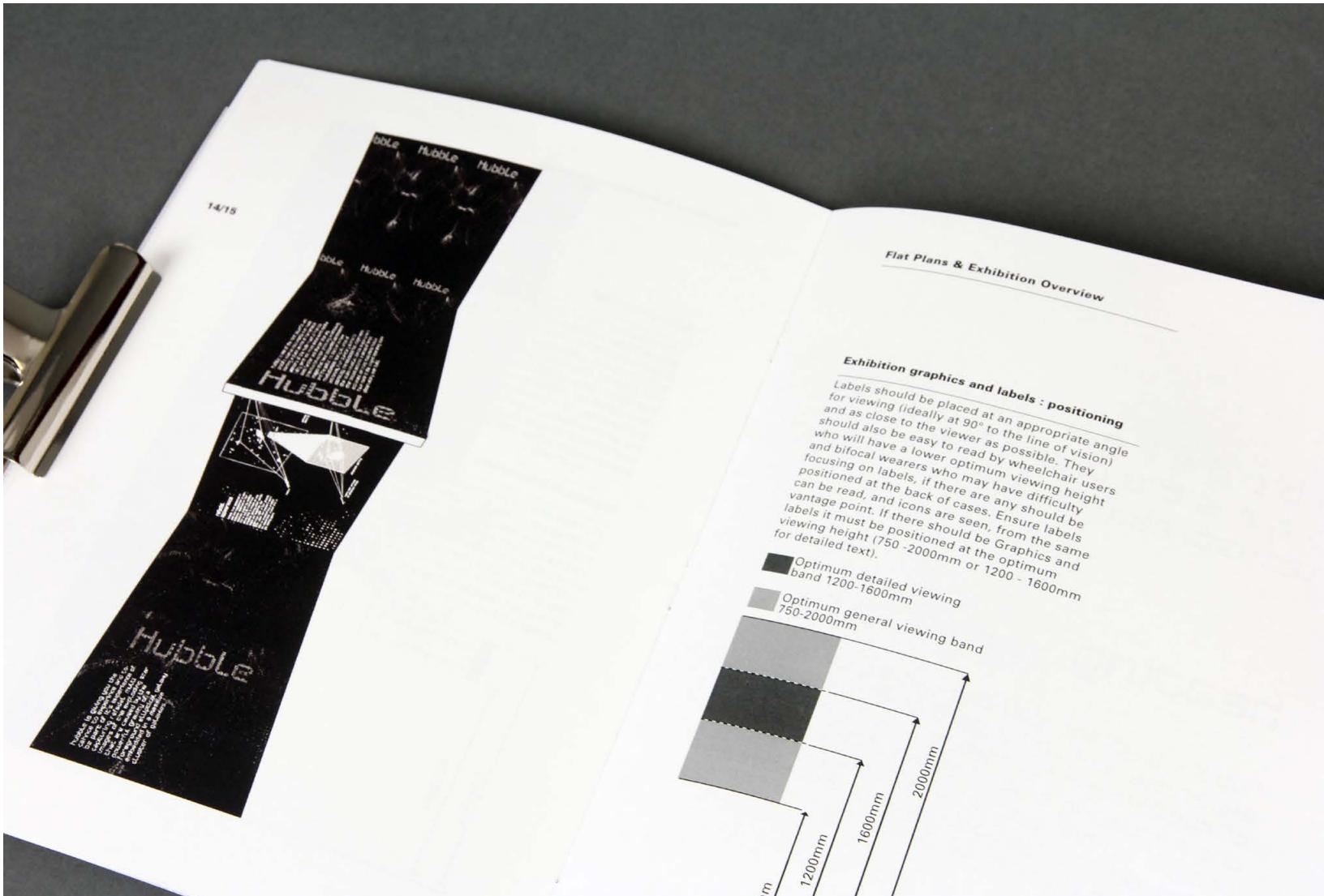
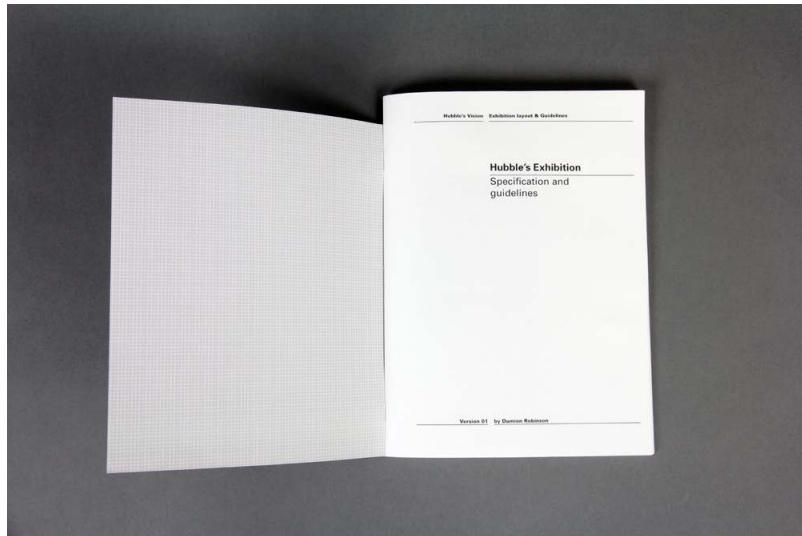
### Solutions

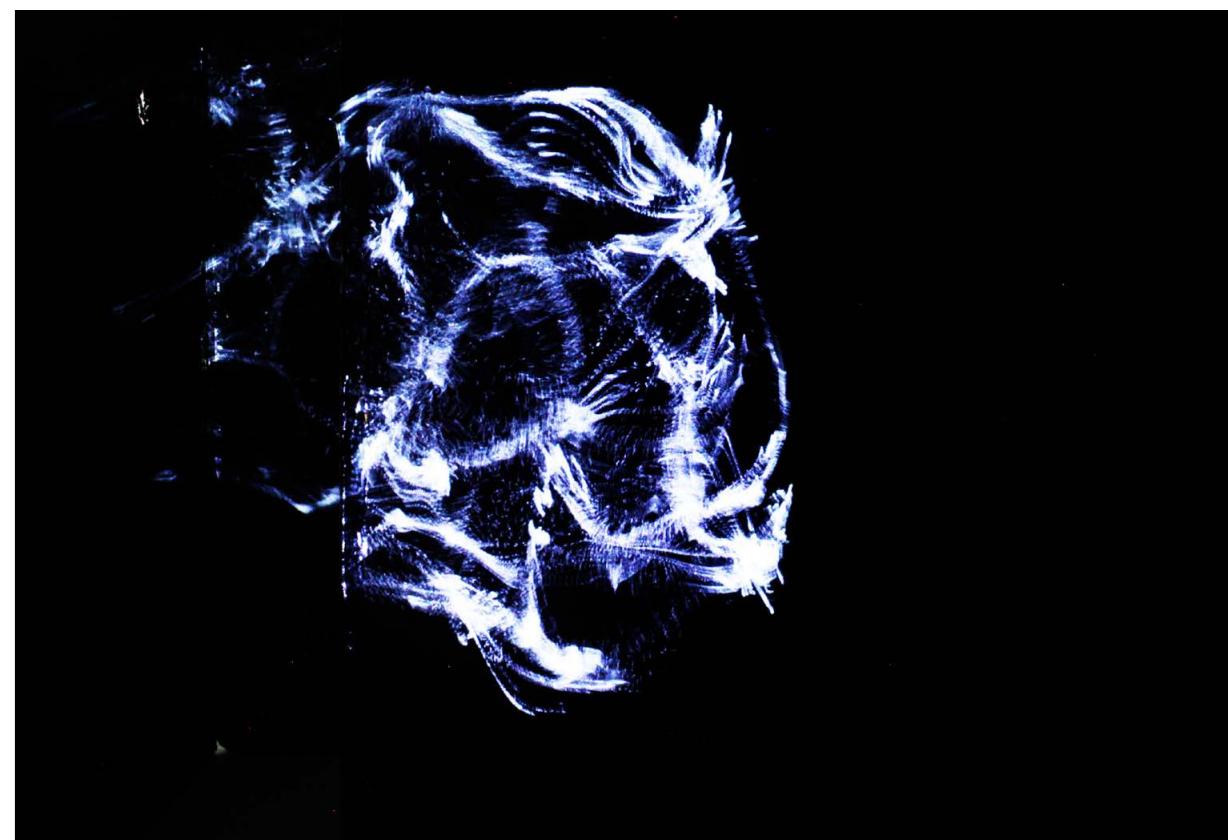
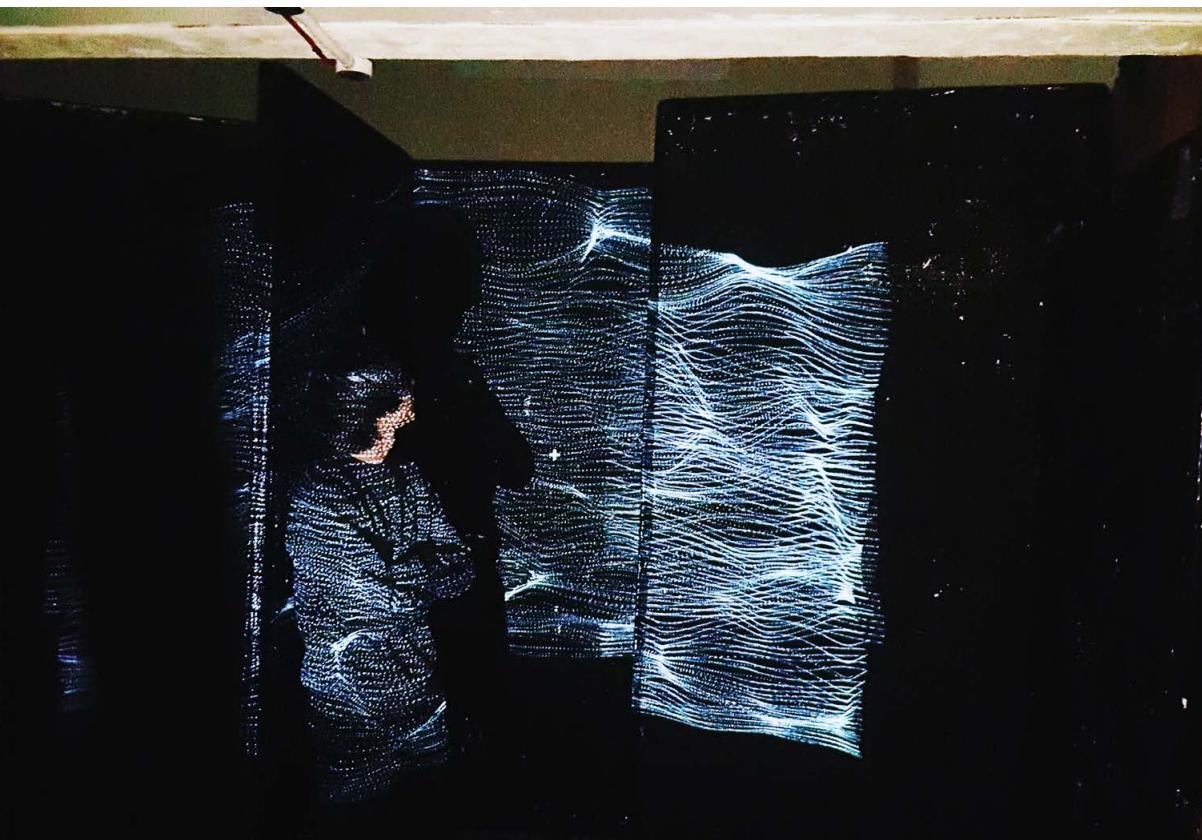
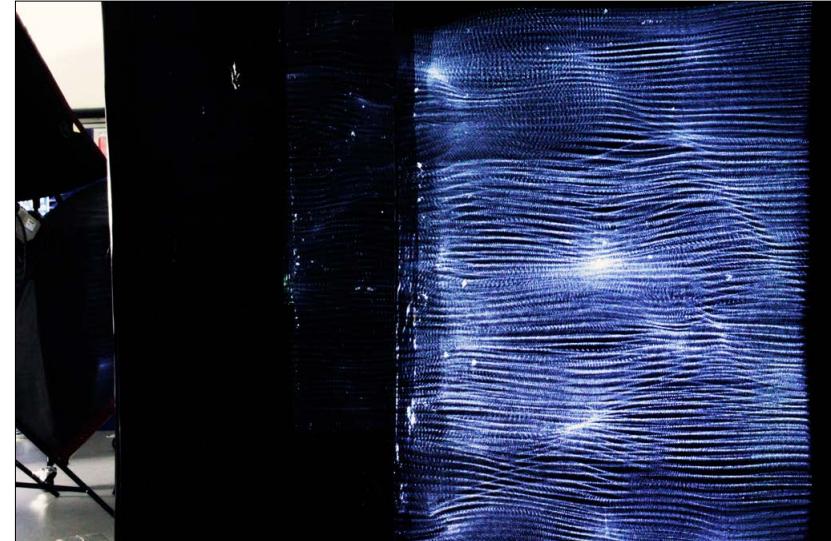
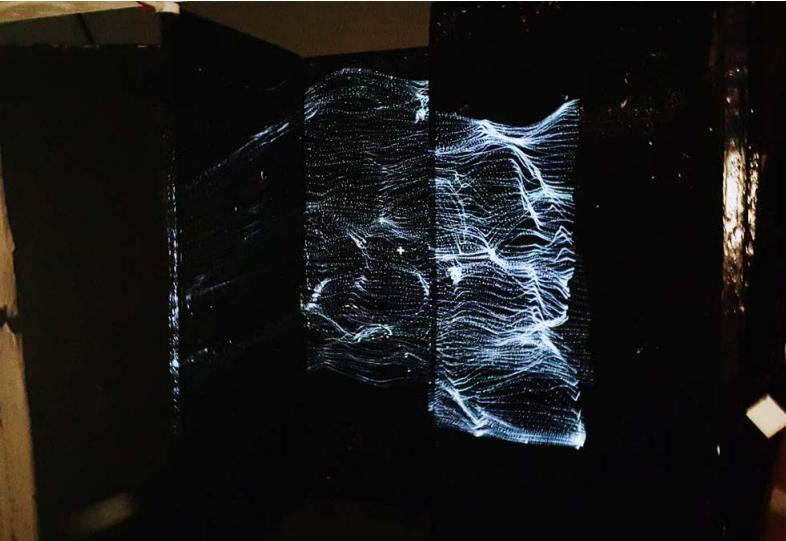
The solution created was to designed a linear journey, wherein multiple interactive environments demonstrates the notion relating to the event. The environments were coded using processing, additionally, there were designed posters, booklets with an insert depicting the appearance of a supernova that caused the event. I had also designed a modular typeface to compliment the optical illusions within the environments, this was to supported and strengthen the relationship between all graphic elements.

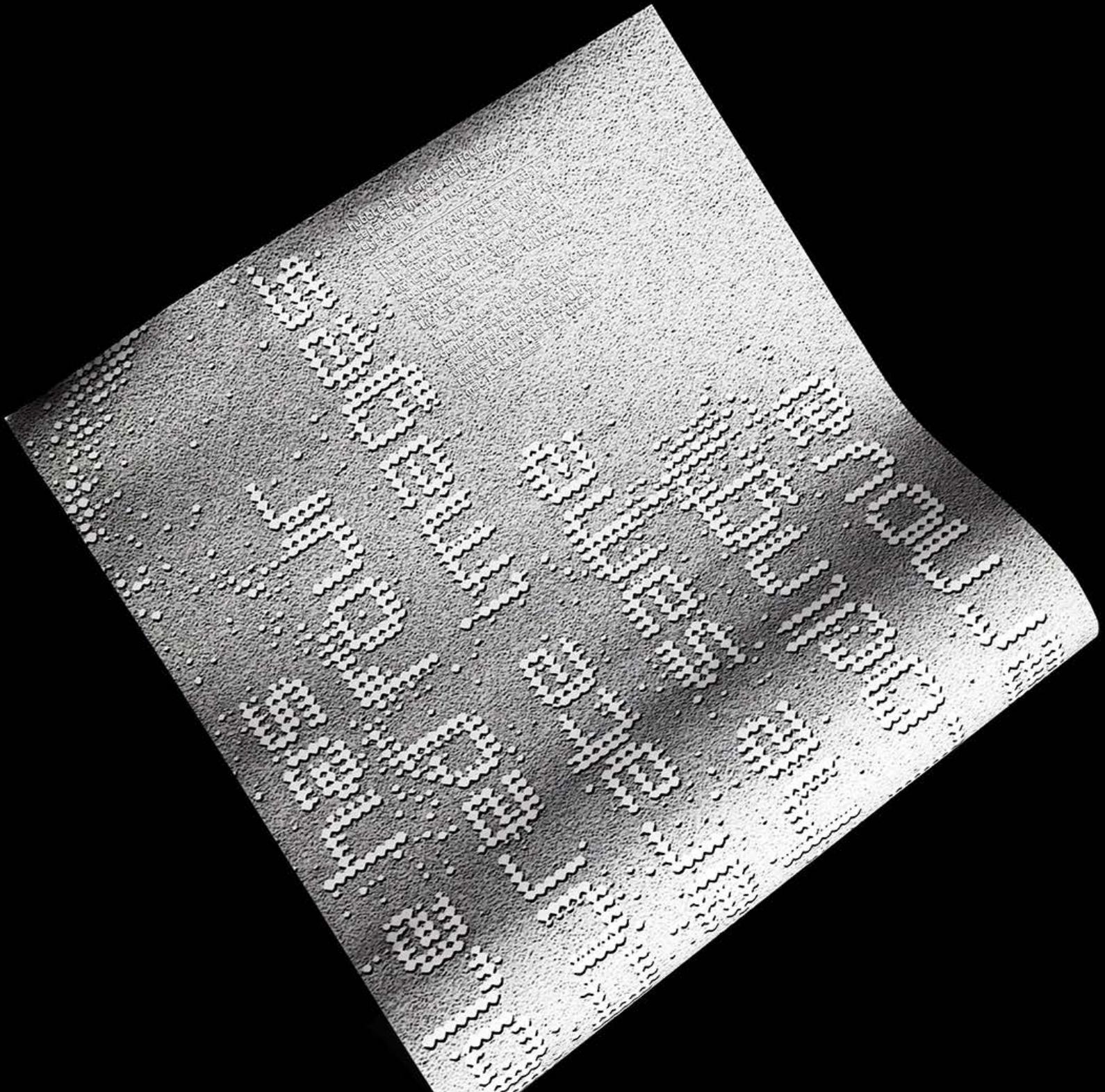












## Branding / Identity

### Create and design identity for eight cities.

Cultural Identity Crisis is a branding and identity, made to represent the cultural diversity of art and design located in eight cities across the UK. This brand aims to communicate that diversity in multiple ways; using shapes, colours and imagery based on the art and design sceneries within the cities.





**ART & DESIGN SCENE**

**FRAME BIRMINGHAM**

The first ever international exhibition of contemporary art, design and culture.

01 - 29 AUGUST 2016.

THE 1895 VICTORIAN TERRACOTTA BUILDINGS, 17 & 19 NEWHALL STREET, BIRMINGHAM, ENGLAND.

FRAME in the UK's cities are world renowned for their originality, bringing you with live interpretation, interactive installations, fresh ideas, creative commissions from local artists, designers, manufacturers and businesses. This year, the new exhibition will feature a range of international speakers, practitioners and performers, from around the world, who will share their knowledge and expertise in their field. The event will also include a programme of talks, workshops and exhibitions, as well as a variety of performances and installations.

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**ALL ABOUT DESIGN**

19-25 August 5PM/  
Eddie Opera; Harry Pierce; Lillian Bassam & George Lois- PANEL DISCUSSION

Come and discuss with our leading practitioners the intersection of art and design and the entanglement of the two on creative spectrum.

29 August 5pm/  
Sophy Bristol; Mssimo Vignelli; Cipe Pineless; Juilia Lohmann & Timorous Beasts

These panellist will discuss the natural ability to manipulate colour and form combined with a sensitive approach to translating human emotion on to a two-dimensional picture plane, results in some enthralling and optimistic figurative paintings & designs of animated human activity.

**ALL ABOUT ART**

25-30 August 5PM/  
David Stanley; Neville Brody; Paula Scher; Ruth Ansel- PANEL DISCUSSION

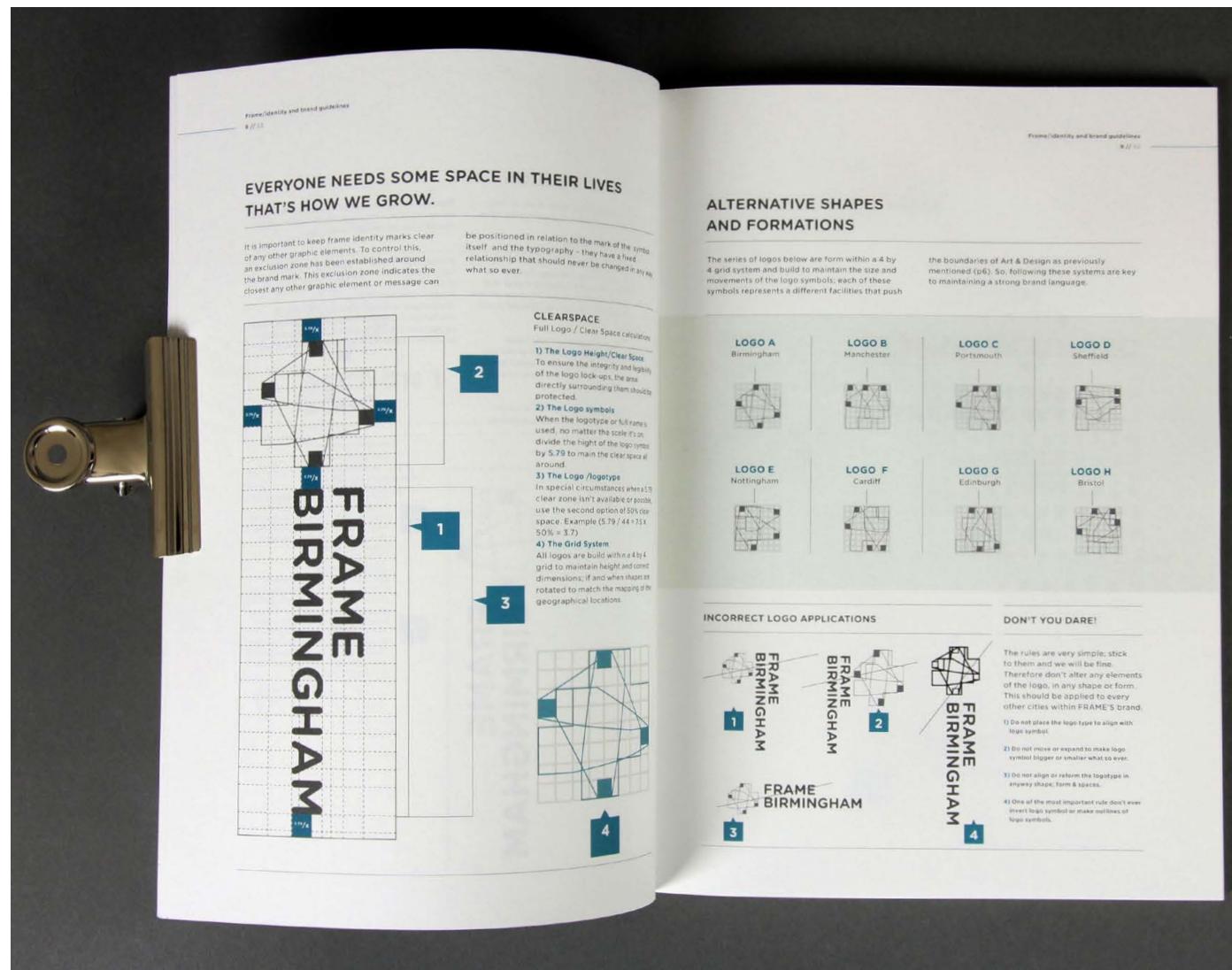
When a new way of working comes along it creates new categories of products, new ways of selling them, and new ways of advertising them. It has been generally accepted that design art generates a small number of high concept objects which sometimes have nothing to do with being functional. It can be questioned whether this is just 'new' design, a start of a new movement, a fashion fad, or simply art.

25-30 August 5PM/  
Jo Lewis Peter Rodulfo; Nenad Zilic; Susan Mullett Bennett- PANEL DISCUSSION

Final summary of our first venue, with our guest speakers;

**FRAME BIRMINGHAM**

01 - 29 AUGUST 2016.





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## Critical Mass News

### Green Week Newspaper

Critical Mass was built and designed around student's stories; young people who felt the need to express their concern about the issues they face and subjects they feel strongly about. Additionally, these concerns are related to their surroundings and potentially everyone else. It was published and distributed throughout the five UAL campuses and various areas within Central London. A maximum of two thousand copy was printed and distributed.





## Brand / Identity

### Healthsry Hemodialysis Treatment In China

The motive of this project captured and framed the creation of the branding / identity of a specialist clinic based in china. This project was created by three additional designers. We had produced the stationeries and company's digital brand guideline for the in house team. My main role was to design all adverts/ banners and commercial related graphics.

#### Primary Colours

Pantone 7633 C  
C25 M37 Y30 K0  
R193 G161 B161  
Hex c1a1a0

Pantone 5493 C  
C51 M23 Y36 K0  
R133 G168 B163  
Hex 84a7a2

#### Primary Typeface

Lucida Bright Demibold  
Lucida Bright Regular  
Songti SC Bold  
Songti SC Light



## A5 BROCHURE LANDSCAPE

### Dimensions

Width = 210mm  
Height = 148mm  
Gutter = 5mm  
Bleed = 5mm



## A4 POSTER PORTRAIT

### Dimensions

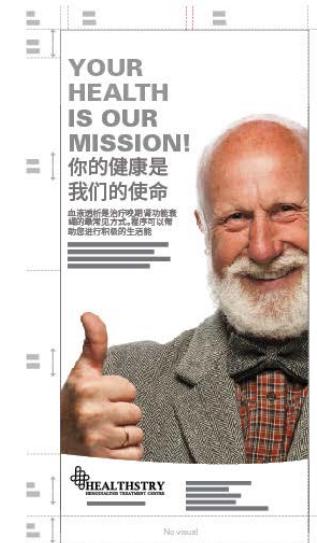
Width = 210mm  
Height = 297mm  
Gutter = 5mm



## ROLL-UP BANNER

### Dimensions

Width = 990mm  
Height = 2000mm  
Gutter = 5mm



## BILLBOARD

### Dimensions

Width = 6000mm  
Height = 3000mm  
Gutter = 5mm  
Bleed = 50mm



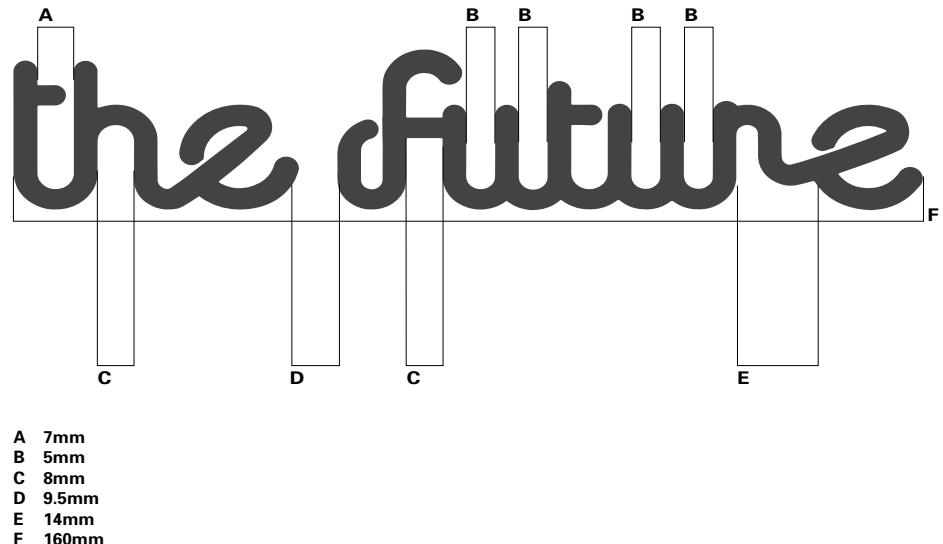
# Identity & Information

## Design information for 2016 summit

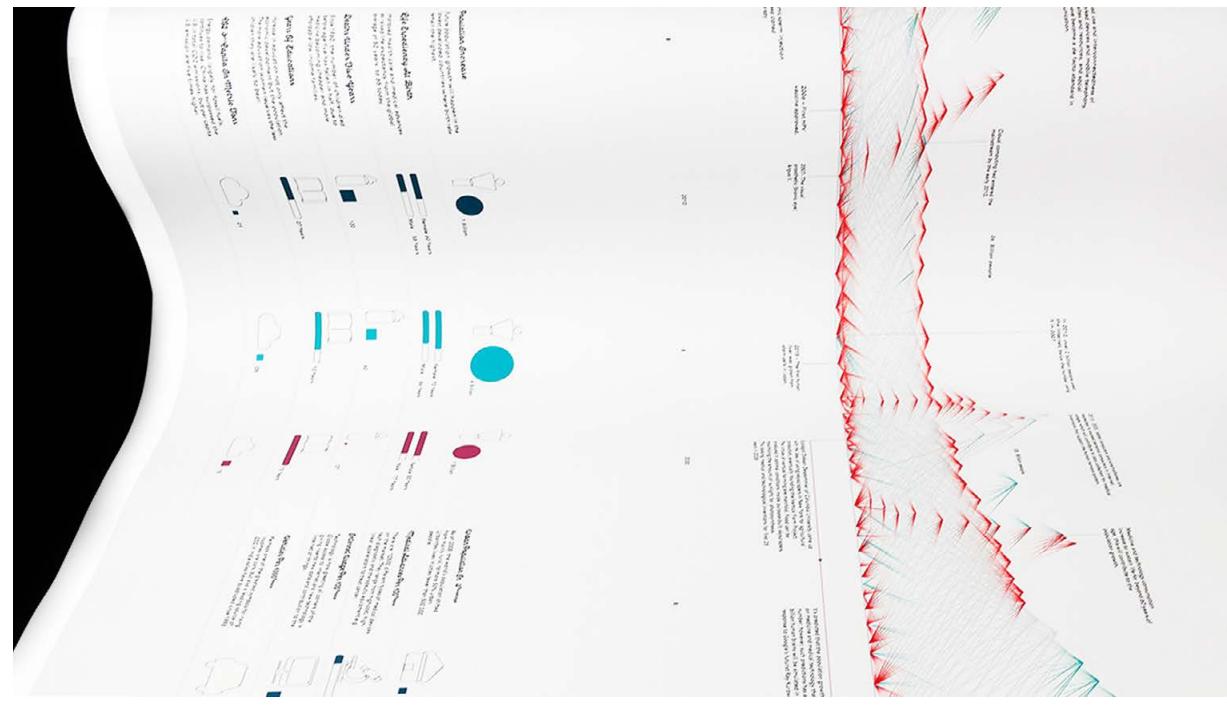
The challenge of the brief was to design information and an identity for the upcoming summit, that depicts and discusses the "Six Critical Drivers of Global Change" as stated in Al Gore's book "The Future". This was to carefully illustrate the convergence of three chapters in the book.

## Solution

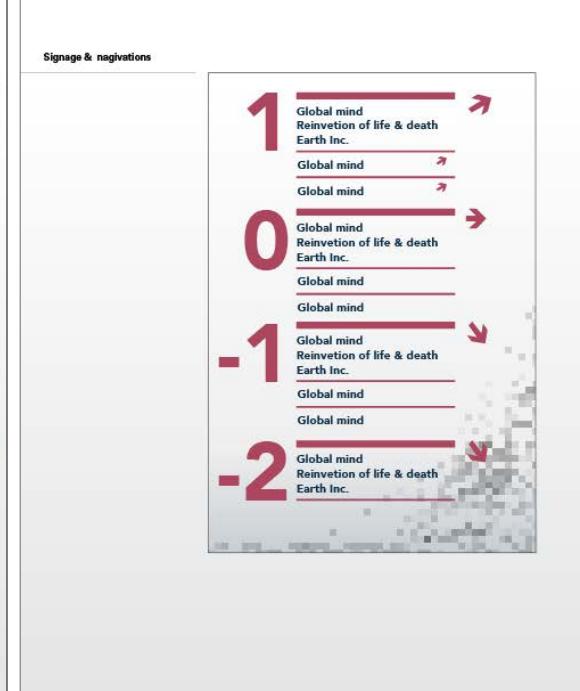
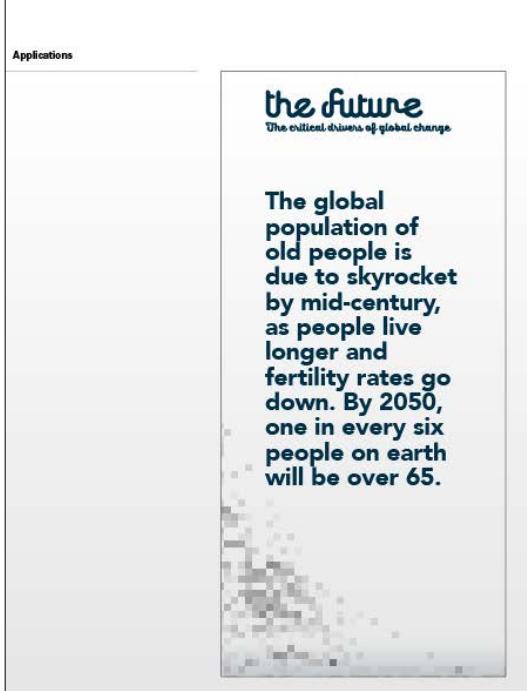
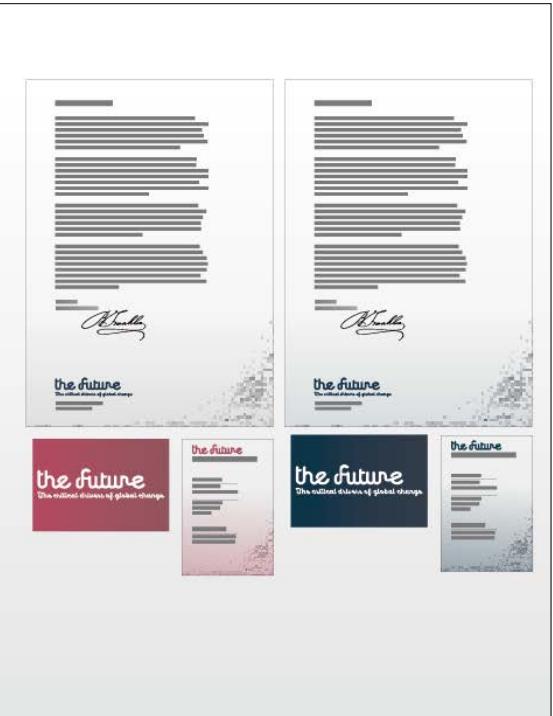
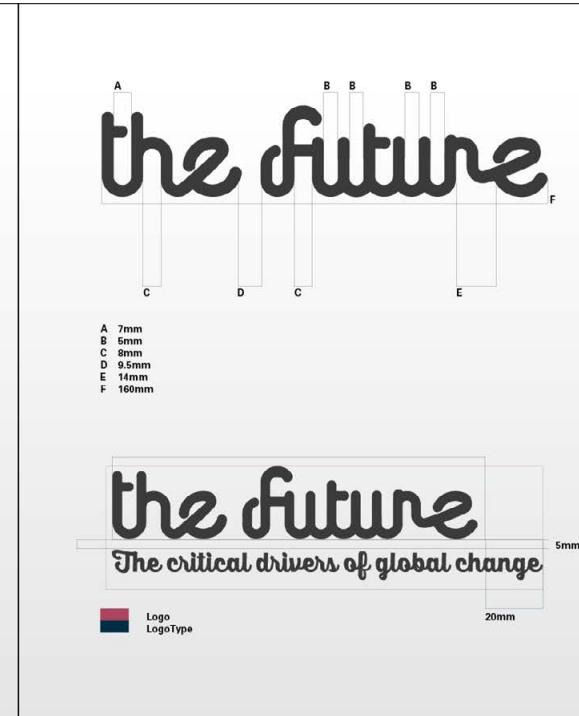
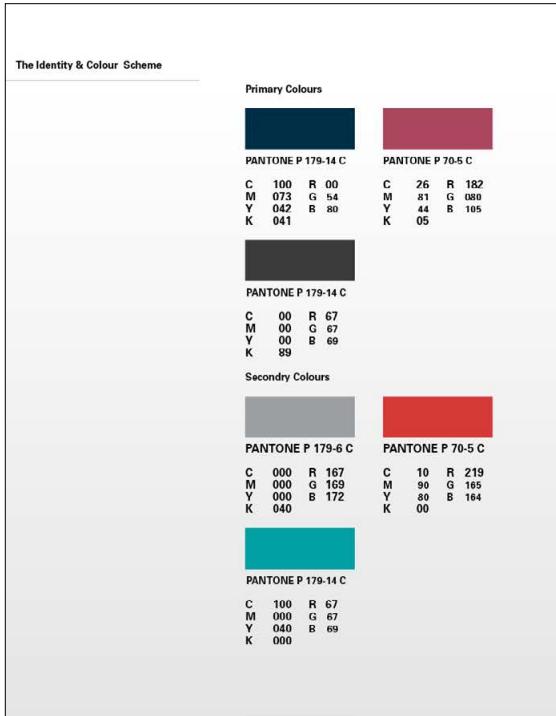
The solution was to design a wall chart that demonstrates the interaction of only three selected drivers of change. Depicting the influence of one chapter onto the other. This notion was presented through a time-line... displaying the human population growth and the consumption of technology; but also how the increase in technology consumption affects medical advances, jobs loss and new emerging technologies. From the Gestalt theory and other influences, I hand drawn a logotype that works and compliments the information that was designed. In Addition to that, an identity guideline was produced for the summit.











# Damion Robinson

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Thank you!

Scroll for CV



## CONTACT

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Croydon, CR0 9DR  
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damion.graphics@  
gmail.com  
07804832523

## CLIENTS

DORLING KINDERSLEY  
TECH MIX MAGAZINE  
UNIVERSITY OF THE ARTS LONDON  
NEWSTATEMAN  
TG TRADING  
V&A MUSEUM  
RISE & GRID APPAREL  
SYLVIA BAKERY  
PLEASANT BAKERY

## SKILL SETS

### SET 01 - THEORY

Grid & Layout  
Typography  
Colour Theory  
Image Editing  
Interface Design  
Creative Thinking  
Verbal Communication  
Visual Communication  
Analytical / Critical Thinking  
Print & Layout Design  
Photography  
Networking  
Social Media Marketing

### SET 01 - TECHNICAL

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Sketch / Zeplin  
Adobe Dreamweaver  
IntelliJ IDEA  
Brackets / Code-Kit  
HTML / CSS  
Microsoft Word  
Microsoft Powerpoint  
Microsoft Excel

### SET 03 - PERSONAL

Friendly & Approachable  
Able to work in a team  
Practice attention to detail  
Open for suggestion  
Willingness to learn new skills  
Organised & Professional

## EDUCATION

### SEPTEMBER 2012 - JUNE 2016

BA (Hons) Graphic and Media Design / Diploma in Professional Studies  
University of the Arts London - London College of Communication

### SEPTEMBER 2010 - JUNE 2012

BTEC- Diploma in professional Studies  
ST. Francis XAVIER

### SEPTEMBER 2006 - JUNE 2010

Addington High School

## AWARDS & ACHIEVEMENT

### EXHIBITIONS

UAL - Summer Degree Show  
Ukadia - Raven Bourn University - With Grayson Perry  
ST. Francis Xavier - Design Show

### AWARDS

UAL Fund Trust  
Print Future Awards  
Peter Cunningham Digital Award

## EXPERIENCE

### ASSISTANT TEACHER - LONDON COLLEGE OF COMMUNICATION

August 2015 - April 2016

During the academic terms, I was offered the opportunity to teach typography and graphic design as an assistant tutor on the summer programs; whilst being a mentor to incoming students and lower years. (My recent role was to design a program and to teach as an assistant tutor for the thesis / design groups of the year two students).

### GRAPHIC DESIGNER/ TG TRADING

August 2015 - November 2015

Worked alongside three designer to create a brand / identity for a Hemodialysis Treatment Centre in China.

### DORLING KINDERSLEY PUBLISHING / PENGUIN GROUP

September 2014 - July 2015

Worked with the "Knowledge" team to assist in the completion of book dummies for the London fair. Additionally, I was assigned to design and complete elements for the picture pedia-books. (Illustrations /icons & editorial design).

### DESIGN INTERN/ NEWSTATEMAN

December 2014 - January 2015

Researching and creating political content for the magazine pages, being critical and analytical to each page. This position was held whilst working along side the editorial team.

### CREATIVE DESIGNER / TECHMIX MAGAZINE

August 2014 - December 2014

Creating and editing content for clients, whilst presenting the companies ideas and philosophy. Researching into the current market and analysing new ways for revenue / income. (Designing Presentations / brochures and advertising graphic).

### STUDENT AMBASSADOR / UNIVERSITY OF ARTS LONDON

September 2012 – November 2014

I became a Student Ambassador and joined the University's program where I undertook various roles, which included mentoring other students from the University and partner Colleges. Creating and working at events and managing public relation via good and approachable communication.

### ASSISTANT/ BANK OF AMERICA

September 2010 - January 2011

Working with the child line help line and designing the community logo, I was given a chance to have an interview with the Bank of America. My role was simple, to work with the customers and cater to their needs, utilising my communication skills as a method of means.

### ASSISTANT/ CHILD HELP FOUNDATION

January 2010 - July 2010

Trained and worked with the Child Help Line at the end of high school for couple of months. This taught me how to communicate to both young and old. My role was to work alongside other students my age, to bring better communication to the young ones who need advice and assistance.